





YOUR INVITATION  
TO AN EXCLUSIVE  
MANHATTAN MOTORING EXPERIENCE

BEGINNING IN AUGUST.

FOUR VEHICLES.

TWO DAYS WITH EACH.

ONE POSITIVE IMPRESSION.

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800.123.PROOF

MOVING BEYOND THE SPEAK.  
NOW IT IS TIME TO TALK.

By Ed Whitacre

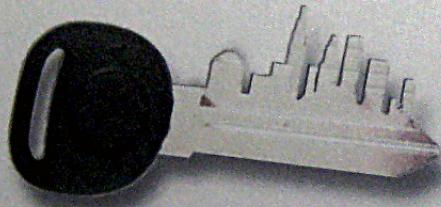
*Your experience begins here. Please press buttons to play.*



GMC



GENERAL MOTORS COMPANY



THIS IS THE START OF SOMETHING BIG.

Dear Mr. Jones,

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Sincerely,  
The New General Motors Company



## POST TEST-DRIVE EVALUATION FORM

GET Y

R S V P

Your experience starts here.

v u f

### 2010 BUICK LACROSSE CXS

- OFFERS FIRST-CLASS REAR SEATING WITH AVAILABLE REAR DUAL SEAT-MOUNTED DVD SCREENS AND MORE LEGROOM THAN LEXUS ES 350 OR ACURA TL
- + WITH AVAILABLE SIDE BLIND ZONE ALERT, AND HEAD-UP DISPLAY, LACROSSE OFFERS ACCIDENT AVOIDANCE TECHNOLOGY NOT AVAILABLE ON LEXUS ES 350 OR ACURA TL
- OFFERS AN AVAILABLE ADAPTIVE REAL-TIME SUSPENSION SYSTEM THAT CAN READ THE ROAD UP TO 500 TIMES A SECOND. IT'S A TECHNOLOGY NOT AVAILABLE ON LEXUS ES 350 OR ACURA TL

A estimated 30 MPG highway on CX models

Before making a lane change, please check the side and rear view mirrors, look over your shoulder and blind spot, and turn the turn signal.



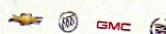
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Sincerely,  
The New General Motors Company



POST TEST-DRIVE EVALUATION FORM

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Your experience starts here.

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THIS IS THE START OF SOMETHING BIG.



GMC



NEW YORK CITY SAMPLER

*indulge yourself*

NEW YORK CITY SAMPLER

R S V P

YOU'RE INVITED

*The choice is yours...  
whatever suits your taste!*



GMC



SAMPLE THE  
NEW GENERAL MOTORS COMPANY



R S V P

YOU'RE INVITED

*The choice is yours...  
whatever suits your taste!*

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1) Before making a lane change, always check the SBZA display; always check the side and inside rear mirrors, look over your shoulder for vehicles and hazards, and start the turn signal.





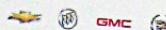
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Sincerely,  
The New General Motors Company



POST TEST-DRIVE EVALUATION FORM

R S V P

YOU'RE INVITED.

*Take the wheel...the road is now your canvas!*

Dear Mr. Jones,

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